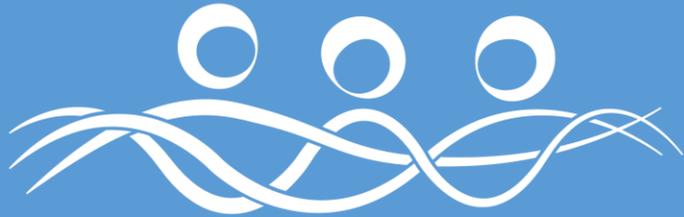


East Effort



East Toronto
Health Partners

Community COVID
Response Project
Phase 4



Land Acknowledgement

Flemingdon Health Centre honours the land that we are on, which has been the site of human activity since time immemorial. It is the traditional territory of the Huron-Wendat, Anishinabek, the Chippewa, the Haudenosaunee Confederacy and most recently, the Mississaugas of the Credit River First Nations. These nations and this land were subject to the Dish with One Spoon Wampum Belt Covenant, an agreement to peaceably share and care for the land and its resources. Other Indigenous Nations, and all settlers, including us, are invited into this covenant in the spirit of respect, peace and friendship. Today, Tkaronto, now known as Toronto, is under Treaty #13 and is home to many Indigenous Nations from across Turtle Island, including the Inuit and the Metis. We are mindful of broken covenants and strive to make this right with the land and with each other. We are all treaty people. Many of us have come here as settlers, immigrants or newcomers in this generation or generations past. We also acknowledge those of us who came here involuntarily, particularly as a result of the transatlantic slave trade. And so, we honour and pay tribute to the ancestors of African origin and descent.

East Effort Background



Funded through Ontario Health under the High Priority Communities Strategy.



East Effort focuses on supporting the neighbourhoods of:

Oakridge
Warden Woods
Taylor Massey and Crescent Town
Flemingdon Park
Thornccliffe Park



Flemingdon Health Centre is the lead agency and the project is directed by a Steering committee with EHP representation including: East End CHC, Woodgreen, TNO, South Riverdale CHC and community leaders.



East Effort – Work to date

In the past three phases so far in East Effort, agencies and community-based, grassroots groups (referred to as Partners), were invited to submit funding proposals that meet the criteria of the overall project. In the second and third phases of the project, programs and Community Health Ambassadors (CHA) work were separated, whereas in the first phase, they were combined. In all phases, the Steering Committee aimed to strike a balance with the programs offered to ensure they were well disbursed throughout the priority communities and addressing the full scope of goals and priorities.

The programs delivered have included:

- Community Based Programs
- Community Health Ambassadors
- Individual and Family Support Fund
- Grocery Gift Card Program
- Distribution of PPE and RATs

Goals



The HPC funding came with three Strategy Pillars which were:

- Community Outreach and Education, Goal: Increase awareness of COVID-19 and reduce transmission;
- Access to Testing, Goal: Increase testing in HPCs; and
- Wraparound Supports, Goal: Remove barriers to COVID-19 prevention including isolation and vaccination.

“By the community for the community model at its core”

Accomplishments

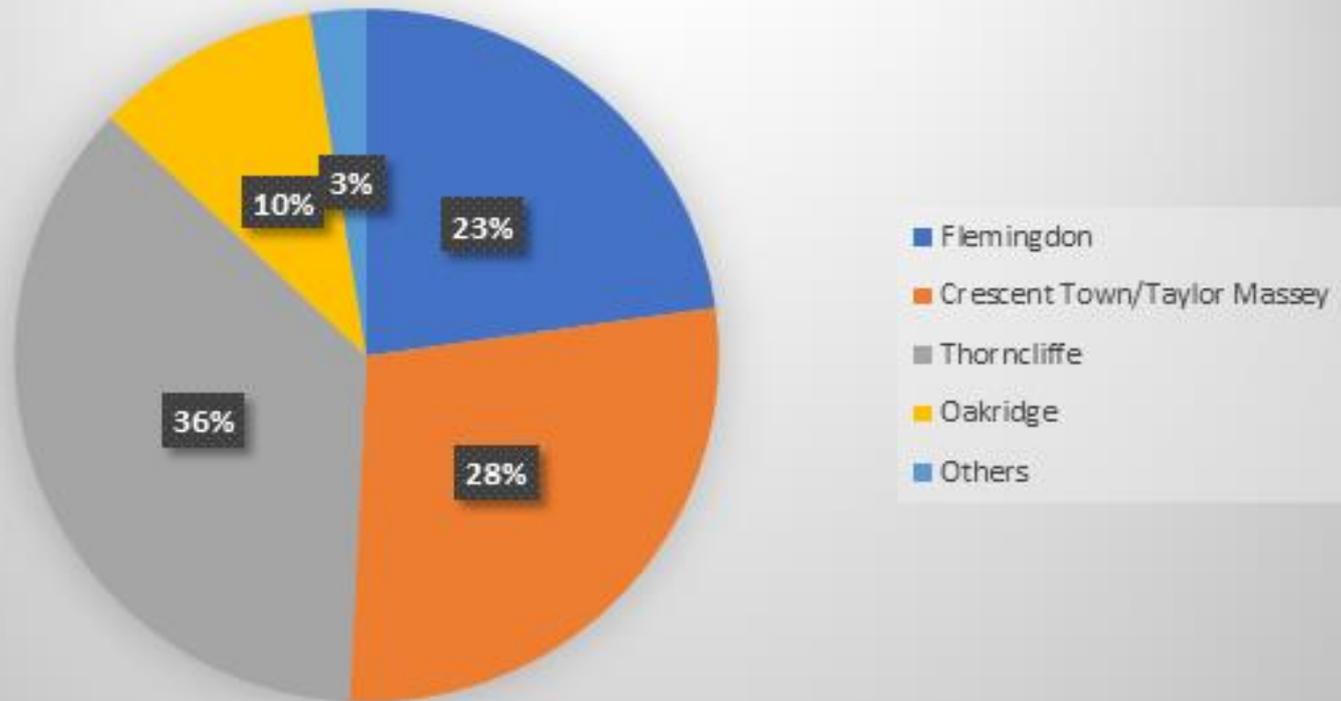


Flemingdon Health Centre has coordinated the High Priority Communities initiative for East Toronto since 2020. In this time the High Priority Communities Funding, rolled out locally as the East Effort, has been able to accomplish the following:

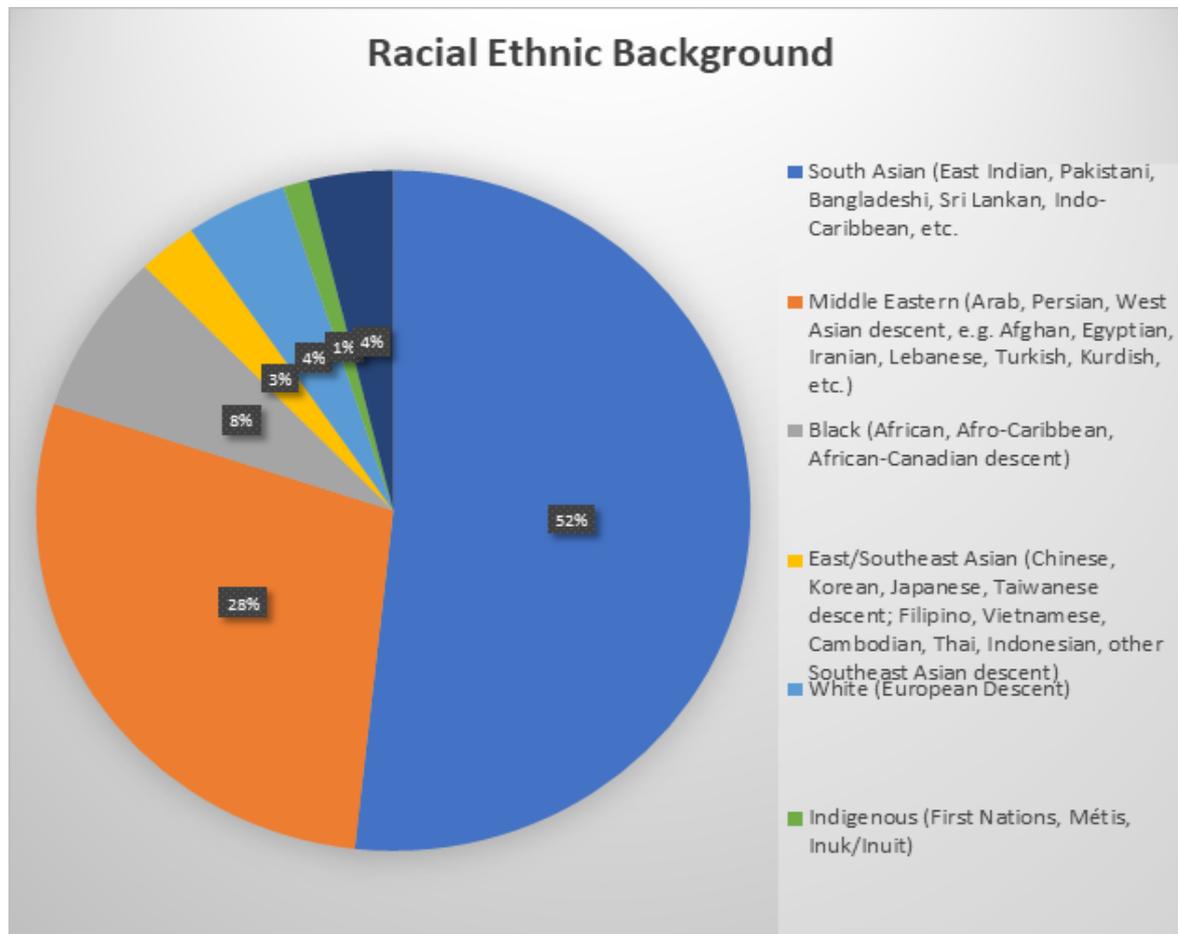
- Served over **97,400 individuals** including providing case management to over **4,900 clients**
- Worked with over **370 partners** including **acute care, community service, primary care, mental health** and **grassroots groups**
- Recruited over **1,340 community ambassadors** to engage local communities in COVID prevention and education including vaccination efforts
- Distributed over **44,300 PPE kits** and over **58,300 RATs** with a focus on getting these resources to **equity deserving populations** in East Toronto

Community Support Programs

Grocery Giftcard distribution



Racial and Ethnic Background



Community Health Ambassadors

East Effort Programming is highly dependent on our Community Health Ambassadors (CHA), as pillars of our projects.

- Neighbourhood-embedded resident leaders with lived experiences of health inequity.
- Throughout the pandemic, they've have been providing extensive support with language-specific and culturally-relevant Covid-related education within their communities.
- To date, **CHAs have contacted over 60,000 individuals living in high-priority communities in East Toronto** through outreach and engagement activities.
- The model “**by the community for the community**” is utilized as best practices performed by the CHAs.
- Community members find the **CHAs to possess active listening and anti-oppression skills** when sharing their problems,
- Been instrumental in PPE distribution, sharing knowledge and supporting community members in accessing available income supports, food security programs and mental health initiatives during Covid.

Rapid Antigen Test kits (RATs)

- **A total number of 58,300 kits have been delivered.** We have also mailed rapid antigen kits with our grocery gift cards to clients impacted in COVID.
- **Nearly 250 kits have been mailed with our grocer gift card packages.**
- The Community Health Ambassadors at FHC have been coordinating **door to door drops in East York.**
- This has been a great tool to build community engagement as CHAs build closer relations with community members and learn more about the needs of their neighborhood.
- Additional access to antigen kits has increased for local community grocery stores, places of worship such as mosques and churches.

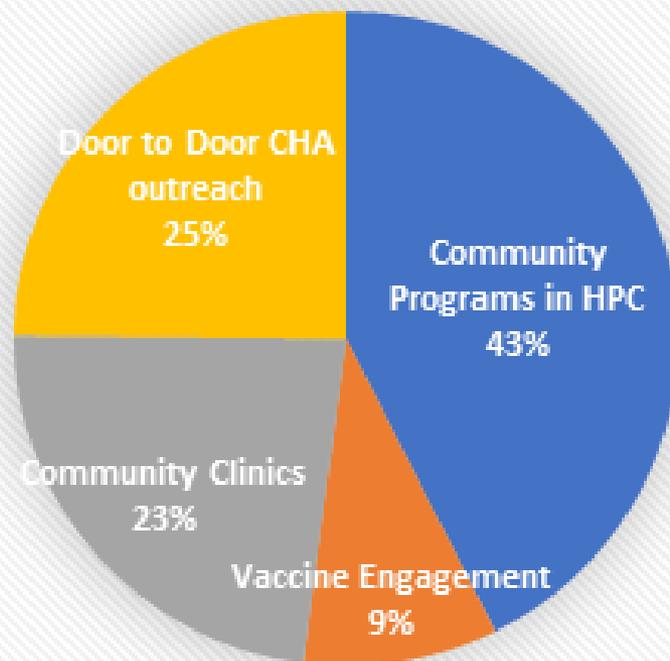


Rapid Antigen Test (RAT) kits distributions reached a diverse group of populations:

- Folks who have difficulty accessing testing, clients living in high-risk communities, essential workers who cannot get tested or not working in healthcare.
- Vulnerable populations such as seniors, unvaccinated, immunocompromised, isolated individuals, essential workers and people who attend our in-person programs for organizations
- Low-income, marginalized BIPOC clients living in the East Effort catchment area
- Urban Indigenous folks
- Families with disability, single parents
- Newcomer women and uninsured patients
- Participants who access FHC virtual programs/services
- Folks attending the mosque for prayers
- General family practice and clients of settlement programs.
- Individuals who are part of programs related to COVID supports, food security, harm reduction, etc.
- Seniors, newcomer refugees and families with children attending schools



RATs Distributions



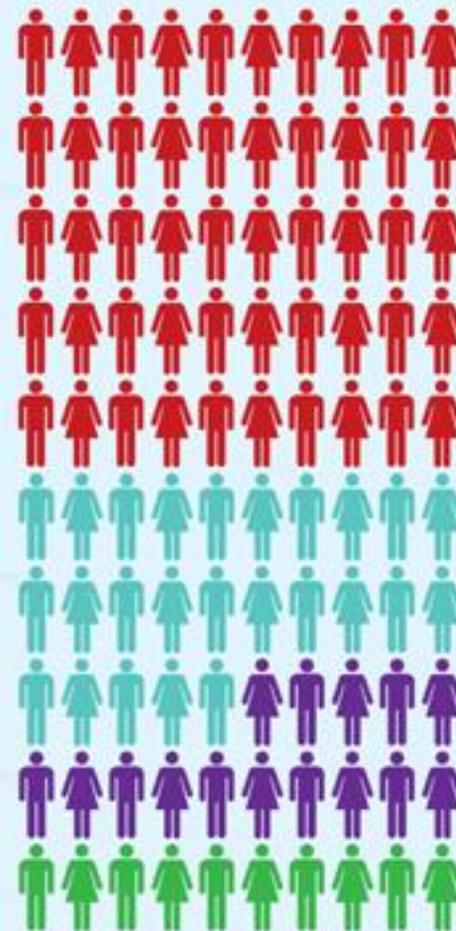
Vision- Phase 4

- We cannot talk about primary care as an island.
- It is important, if not more so, to also discuss the social determinants of health while making decisions around health care, particularly for equity deserving populations.
- High Priority Communities have been consumed by socioeconomic crises prior to the pandemic.
- We can get community members access to more clinics or primary care providers, but that may not be their priority if they are on the brink of eviction and choosing between rent or groceries for their families.
- We must be inclusive in our approaches to health care. Best practices are rooted in being holistic, agile and connected to the ground with a lens of anti-oppression.





WHAT MAKES CANADIANS SICK?



50%

YOUR LIFE

- INCOME
- EARLY CHILDHOOD DEVELOPMENT
- DISABILITY
- EDUCATION
- SOCIAL EXCLUSION
- SOCIAL SAFETY NET
- GENDER
- EMPLOYMENT/WORKING CONDITIONS
- RACE
- ABORIGINAL STATUS
- SAFE AND NUTRITIOUS FOOD
- HOUSING/HOMELESSNESS
- COMMUNITY BELONGING

25%

YOUR HEALTH CARE

- ACCESS TO HEALTH CARE
- HEALTH CARE SYSTEM
- WAIT TIMES

15%

YOUR BIOLOGY

- BIOLOGY
- GENETICS

10%

YOUR ENVIRONMENT

- AIR QUALITY
- CIVIC INFRASTRUCTURE

THESE ARE CANADA'S SOCIAL DETERMINANTS OF HEALTH #SDOH

Community Health Ambassadors

Pivotal work in keeping the community safe and well informed during COVID through, vaccine awareness, antigen, PPE distributions and addressing diversity of needs.

Ongoing Community Health Ambassador work would include vaccine information (especially for children 5 to 11) and antiviral pill awareness.

CHA work directly intersects with addressing community needs around social determinants of health from housing, income to food insecurity.

Increased community engagement by the CHA can help close more gaps in HPC.

Continued CHA programming can allow for its legacy to be paved in HPC.



COVID 19 Treatment

- Covid recovery is a top priority.
- Besides ongoing vaccine engagement, the Community Health Ambassadors will be playing a pivotal role in COVID treatment education.
- CHA will be committed to doing outreach in the HPC communities to ensure community members have awareness and access of antiviral treatments.
- You can learn more about the treatment here : https://youtu.be/Yz_4UHMut3s





Monthly Health and Wellness Fairs

Hosting health fairs would help achieve multiple objectives in one go:

- Post covid recovery requires addressing health care needs overlooked in the pandemic. We need to connect with the ground to identify what specific gaps need to be filled in each community.
- Addressing social isolation: lack of social engagement and gathering in marginalized communities has increased mental health issues. By hosting a health fair that caters to the diversity of the community such as activities for seniors, children and adults. These can help identify helpful social programs moving forward. Also, a great way to increase awareness about ongoing programming.
- Answering pertinent questions regarding covid and disease prevention, a lot of folks do not have an outlet for this. Community members can ask questions from a range of health care practitioners.
- Using data collected from these Fairs, we can develop future programming that is responsive to the primary and preventative care needs.

Ideas for Monthly Health and Wellness Fairs:

- Primary Care provider available to answer covid/post covid related questions.
- CHAs on site to help run surveys with residents to inquire primary care needs.
- Yoga session outdoors for stress management
- Free gift bags (RATs kits, PPE, flyers with scan code of resource links)
- Collaboration with the diabetes prevention team.
- Social worker on site to direct folks on resources regarding social determinants of health (direct people to housing agencies, food support orgs, mental health etc.)
- Hearing test for seniors and baby
- Blood pressure monitors on site for community members.
- Sexual Health and Women's reproductive health Q&A



East Effort - Phase 4

- **Spring 2022 – March 31, 2023**
- **Funding greatly reduced**
 - \$400,000 for 12 months (previously East Effort received roughly \$1,200,000 for 12 months)
 - Continue to support CHA programs (reduced rate)
 - Continue to support community programs (reduced rate and longer duration)
 - PPE and RAT distribution will continue at least through July 2022.
 - Grocery Gift card program will continue until depleted (projection through August 2022).

Your input is valuable, please fill out the survey below.



https://forms.office.com/Pages/ResponsePage.aspx?id=pKMqzD5p2EO4LG_ZDCyx_yCKYvJpeOVNinympo10m0tUMIZVOUdJN080MjQ2SzIWT0lRVEFRQ0YzVC4u

Discussion Questions

- 1) What COVID related support has not been yet addressed in your communities?**
- 2) What programs would you like to expand or require further support for?**
- 3) What would you suggest we Stop, Start and Continue?**
- 4) What will provide the most consistency and continuity?**



ANYTHING ELSE?

Any additional comments or feedback?

Thank you for your help and advice!

East Effort Landing Page: [East Effort: Community COVID Response Project](#)
Visit for resources, tools and information. Updated Regularly.

PPE: <https://www.surveymonkey.com/r/72MH5ML>

Support Fund Application: <https://www.surveymonkey.com/r/F6VLVPE>